

WKBD-TV

Certification of Children's Television Act Compliance For Quarter Ending December 31, 2006

- 1). My name is Sharraill Byrd. I am employed as Traffic Manager at CBS Television Stations, WKBD-TV, Channel 50. In this capacity it is my responsibility to oversee the scheduling for broadcast of programs, commercials, station identifications, public service announcements and other broadcast spots. In particular, I have primary responsibility for ensuring that televised commercials to be shown in connection with television programming originally produced and broadcast primarily for an audience for children 12 years of age and under ("Children's Programs") do not exceed the commercial limits imposed by the Children's Television Act of 1990 and related FCC regulations ("ACT"). In order to ensure compliance with the commercial limits, we have implemented the procedures and practices described in greater detail below.
- 2). Children's Programs broadcast by WKBD during this quarter that are subject to the commercial limits are as follows:

Weekday Programs

Weekend Programs

Specials

(SEE ATTACHED)

- 3). WKBD's logs are prepared using the IBS computer system. Commercial time is assigned to each program based on the day of week the program airs. Local time is determined by subtracting any barter or network commercial time from the allotted clock hour limits. When scheduled commercial time in a given clock hour or part thereof equals the commercial limits, the Traffic Department will schedule either public service announcements or other non-commercial matter to fill any remaining available time.
- 4). To prevent program length commercials, all commercials that are scheduled to air in a Children's show are viewed by the WKBD Traffic Manager to determine what characters, if any, are contained in the commercial.

- 5). Orders are received from our National Rep Firm and from Local Account Executives. All orders for children's time periods are reviewed for products that contain characters for shows airing on our station. Children's programs are formatted with "break types" to prevent random log placement.
- 6). Before submitting the log to Master Control, the Traffic Department checks the log for compliance with the commercial limits and for advertisements featuring program related characters.
- 7). The completed log is then submitted to Master Control for implementation. The Master Control operators who oversee the broadcast of programming and commercial material are under strict instructions not to deviate from the log as prepared by the Traffic Department. If for some unavoidable reason a commercial is not run as scheduled, the Master Control operators are required to obtain my approval before attempting to "make-good" the advertisement within or adjacent to any children's programs. Moreover, if there happens to be any vacant time the Master Control Operators are instructed to fill with only non-commercial material and to never preempt a non-commercial spot with a commercial without approval from the Traffic Department.
- 8). To verify compliance with the Act, I review the daily Discrepancy Report, which notes all deviations from the log and actual broadcast. If any discrepancies occur during Children's Programs, I conduct an immediate investigation to determine if any overages or program length spots occurred. At that time, procedures and practices are reviewed to ensure that future discrepancies do not take place.
- 9). Each day, I or Assistant Traffic Manager review the previous days log to ensure the same amount of commercial time ran as was initially called for. This helps find any shortfalls in our procedures, which can be rectified before resulting in an overage.

The attached monthly reports indicate any instances in which the commercial limits were exceeded in connection with Children's Programs.

I certify the foregoing is accurate
and correct.

Samuel B. Q. 1/2/07
Traffic Manager Date

Reviewed by:

[Signature] 1/2/07
General Manager Date

Placed in the Public File by:

Aisha Army 1/9/07
Name Date

CHILDREN'S PROGRAMMING
CURRENT SCHEDULE OCTOBER 2006

<u>DAY</u>	<u>TIME</u>	<u>PROGRAM</u>	<u>WKBD</u>	<u>NAT</u>	<u>TOTAL</u>
SAT	7a-730a	PILLOW HEAD/KRYPTO THE SUPERDOG	0:00	5:00	5:00
SAT	730a-8a	PILLOW HEAD/KRYPTO THE SUPERDOG	0:00	4:30	4:30
SAT	8a-830a	MONSTER ALLERGY	0:00	5:00	5:00
SAT	830a-9a	TOM AND JERRY TALES	0:00	4:30	4:30
SAT	9-930a	SHAGGY & SCOOPY	0:00	5:00	5:00
SAT	930a-10a	JOHNNY TEST	0:00	4:30	4:30
SAT	10a-1030a	LEGION OF SUPERHEROES	0:00	5:00	5:00
SAT	1030a-11a	THE BATMAN	0:00	4:30	4:30
SAT	11a-1130a	XIOALIN SHOWDOWN	0:00	5:00	5:00
SAT	1130a-12n	LOONATICS UNLEASHED	0:00	4:30	4:30

<u>DAY</u>	<u>TIME</u>	<u>PROGRAM</u>	<u>WKBD</u>	<u>NAT</u>	<u>TOTAL</u>
SUN	10a-1030a	WHADDYADO	4:45	3:30	8:15
SUN	1030a-11a	REAL LIFE 101	3:30	5:00	8:30
SUN	11a-1130a	IN TUNE TV	5:00	3:30	8:30
SUN	1130a-12n	REALLY WILD ANIMALS	3:30	3:30	7:00

SPECIALS

ALL DEVIATIONS FROM REGULAR SCHEDULE ARE LISTED ABOVE

NOTE: THE TOTAL TIME INDICATED IS THE AMOUNT OF COMMERCIAL MATTER THAT COULD BE IN THE SHOW AND IS NOT REFLECTIVE OF THE ACTUAL AMOUNT BROADCAST.

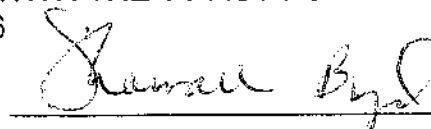
WKBD-TV REPORT COMPLIANCE WITH COMMERCIAL LIMITS
FOR OCTOBER 2006

<u>DATE/TIME</u>	<u>PROGRAM</u>	<u>DURATION</u>	<u>COMMERCIAL TIME</u>	<u>EXPLANATION</u>
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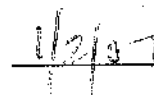
(SEE ATTACHED)

NO OVERAGES THIS MONTH

THIS ACCURATELY REPORTS WKBD'S COMPLIANCE WITH THE TV ACT FOR THE MONTH OF
OCTOBER 2006



Sharrall Byrd
WKBD-TV Traffic Manager



Date

CHILDREN'S PROGRAMMING
CURRENT SCHEDULE NOVEMBER 2006

DAY	TIME	PROGRAM	WKBD	NAT	TOTAL
SAT	7a-730a	PILLOW HEAD/KRYPTO THE SUPERDOG	0:00	5:00	5:00
SAT	730a-8a	PILLOW HEAD/KRYPTO THE SUPERDOG	0:00	4:30	4:30
SAT	8a-830a	MONSTER ALLERGY	0:00	5:00	5:00
SAT	830a-9a	TOM AND JERRY TALES	0:00	4:30	4:30
SAT	9-930a	SHAGGY & SCOOPY	0:00	5:00	5:00
SAT	930a-10a	JOHNNY TEST	0:00	4:30	4:30
SAT	10a-1030a	LEGION OF SUPERHEROES	0:00	5:00	5:00
SAT	1030a-11a	THE BATMAN	0:00	4:30	4:30
SAT	11a-1130a	XIOALIN SHOWDOWN	0:00	5:00	5:00
SAT	1130a-12n	LOONATICS UNLEASHED	0:00	4:30	4:30

EFFECTIVE 11/18/06

SAT	8a-8:30a	LOONATICS UNLEASHED	0:00	5:00	5:00
SAT	1130a-12n	MONSTER ALLERGY	0:00	4:30	4:30

DAY	TIME	PROGRAM	WKBD	NAT	TOTAL
SUN	10a-1030a	WHADDYADO	4:45	3:30	8:15
SUN	1030a-11a	REAL LIFE 101	3:30	5:00	8:30
SUN	11a-1130a	IN TUNE TV	5:00	3:30	8:30
SUN	1130a-12n	REALLY WILD ANIMALS	3:30	3:30	7:00

SPECIALS

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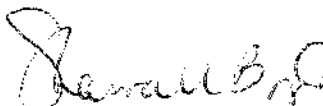
WKBD-TV REPORT COMPLIANCE WITH COMMERCIAL LIMITS
FOR NOVEMBER 2006

<u>DATE/TIME</u>	<u>PROGRAM</u>	<u>DURATION</u>	<u>COMMERCIAL TIME</u>	<u>EXPLANATION</u>
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(SEE ATTACHED)

NO OVERAGES THIS MONTH

THIS ACCURATELY REPORTS WKBD'S COMPLIANCE WITH THE TV ACT FOR THE MONTH OF
NOVEMBER 2006



Sharrall Byrd
WKBD-TV Traffic Manager

1/2/07

Date

CHILDREN'S PROGRAMMING
CURRENT SCHEDULE DECEMBER 2006

DAY	TIME	PROGRAM	WKBD	NAT	TOTAL
SAT	7a-730a	PILLOW HEAD/KRYPTO THE SUPERDOG	0:00	5:00	5:00
SAT	730a-8a	PILLOW HEAD/KRYPTO THE SUPERDOG	0:00	4:30	4:30
SAT	8a-830a	LOONATICS UNLEASHED	0:00	5:00	5:00
SAT	830a-9a	TOM AND JERRY TALES	0:00	4:30	4:30
SAT	9-930a	SHAGGY & SCOOBY	0:00	5:00	5:00
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NOTE: ON DECEMBER 23, 2006, THERE WAS AN APPARENT VIOLATION OF THE CHILDREN'S TELEVISION RULES DURING THE KIDS' WB! PROGRAMMING BLOCK. PLEASE SEE THE ATTACHED STATEMENT FROM THE CW NETWORK.

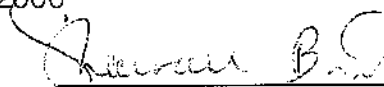
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(SEE ATTACHED)

NO OVERAGES THIS MONTH

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DECEMBER 2006



Sharrall Byrd
WKBD-TV Traffic Manager

1/2/07

Date



MEMORANDUM

To: General Managers, Station Managers, Program Directors

From: The CW Network

Date: January 8, 2007

Subject: Kids' WB! Apparent Violation – December 23, 2006

During the Kids' WB! programming block on Saturday, December 23, 2006, there was an apparent violation of the FCC's children's advertising rules.

Specifically, a CW network commercial (for Post Cereal's Cocoa Pebbles) during the show *Xiaolin Showdown* contained glimpses of *Xiaolin Showdown* characters on a small portion of the screen. The images were small, fleeting, and confined to a small area of the picture, but they were there.

Unfortunately, the technology we used to review children's commercials prior to air proved inadequate in this instance to identify the miniscule character images in the portion of the screen in which they appeared. As a result, we've already made some changes in the technology and procedures we use for pre-broadcast review of commercials in children's shows.

The CW fully understands the seriousness of this issue. We want to assure you that that we are reviewing our technology and protocols for screening advertising in children's programming from top to bottom in an effort to avoid repetition of this regrettable error, for which we apologize.

We will provide more information shortly.

In the interim, please contact your affiliate representative if you have further questions.